

Message Text

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PAGE 01 STOCKH 01000 031544Z

44

ACTION EUR-12

INFO OCT-01 ISO-00 EB-07 /020 W
----- 126443

P R 031520Z MAR 75
FM AMEMBASSY STOCKHOLM
TO USDOC WASHDC PRIORITY
INFO SECSTATE WASHDC 4056
AMEMBASSY COPENHAGEN
AMEMBASSY HELSINKI
AMEMBASSY OSLO

UNCLAS STOCKHOLM 1000

FOR BIC/OIM:DTRAFTON

E.O. 11652: NA

TAGS: BEXP, SW

SUBJECT: COMMERCIAL PROGRAM: SELECTED OFFICE EQUIPMENT JEEP REPORT

1. SELECTED OFFICE EQUIPMENT (JEEP)
2. U.S. TRADE CENTER FOR SCANDINAVIA, STOCKHOLM, FEBRUARY
25-27, 1975
3. 3 (3NTM)
4. IMMEDIATE SALES: \$11,500
PROJECTED SALES IN NEXT TWELVE MONTHS: \$1,560,000
TOTAL SALES: \$1,571,500
5. NUMBER OF EXHIBITORS SEEKING REPRESENTATION: 3
6. NUMBER REPRESENTATION AGREEMENTS CONFIRMED AT EVENT: 2
7. NUMBER OF REPRESENTATION AGREEMENTS UNDER NEGOTIATION AND
EXPECTED WITHIN NEXT 12 MONTHS: 5
8. REGISTERED VISITORS: 69
9. SUCCESS STORIES:
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A) RAY EVERETT, DATA TERMINAL SYSTEMS, INC; SHOWING ELEV-

TRONIC CASH REGISTERS WHO APPOINTED ONE AGENT, AT CLOSE OF SHOW WAS NEGOTIATING WITH THREE OTHERS AND WHO SOLD \$4,000 AND PROJECTS \$1,000,000 IN FIRST YEAR BUSINESS COMMENTED: "EXHIBIT FULLY LIVED UP TO MY EXPECTATIONS. CONFIRMED THAT SCANDINAVIAN MARKET HAS HIGH PURCHASING POWER. MADE CONTACT WITH VERY ACTIVE FIRMS IN MY FIELD." (CLEARED FOR PUBLICATION)

B) MR. HAROLD ABRAMS, MYLEE DIGITAL SCIENCIES, WHO SHOWED AN INVENTORY CONTROL SYSTEM, WAS NEGOTIATING WITH AN AGENT AT CLOSE OF SHOW AND PROJECTS FIRST YEAR SALES AT \$250,000 COMMENTED: "I FEEL THIS IS AN EXCELLENT MARKET AND HOPE WE CAN MAKE CONTACTS IN THIS AREA." (CLEARED FOR PUBLICATION)
STRAUSZ-HUPE

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NNN

Message Attributes

Automatic Decaptioning: X
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Current Classification: UNCLASSIFIED
Concepts: n/a
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Draft Date: 03 MAR 1975
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
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Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D750073-1010
From: STOCKHOLM
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Margaret P. Grafeld
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